

## AN ANALYSIS OF GOLDENEYE TRAVEL AND TOURIST AGENCY UNDER AFGHAN BUSINESS ATTITUDE

AHMADULLAH NOORI

*Research Scholar, Department of Management, Limkokwing University, Selangor, Malaysia*

### ABSTRACT

*The Afghanistan business sector development is unpredictable due to political and security threads the country is facing, both internally and externally. Considering the long term development in Afghanistan economy would be relayed on the growth of the local businesses. If the local businesses are able to grow and be self sustainable, an overall Afghanistan's economy will be self sustainable too. Thus, it becomes very important to collect information and analyze them to find out what challenges and obstacles Afghan businesses are facing and share the details with the related government departments to assist in its resolution for the long terms stability of the commercial sector in Afghanistan.*

*This paper will demonstrate that Afghanistan travel businesses are optimistic about the future, but there are still some threats to travel businesses which hinder their growth such as security, corruption, and deficiency in infrastructure.*

*In order to engage Afghanistan government policy makers, several surveys have been done within the country to highlight what challenges the Afghanistan business community is facing and sharing those information with those policy makers to find out solutions for the current and possible future challenges the business might face. Even though in Afghanistan the chambers of commerce and other business associations exist, but none of them are able to provide adequate support to Afghan businesses.*

*Format of this research: This research is descriptive in nature. Data has been collected from different sources that were surveyed by International and trusted organizations with accuracy they have for their papers such as World Bank, Asian Development Bank and other International Organizations who operate in Afghanistan and monitor the overall economic situation in Afghanistan. Analysis has been made for the company, and the data and operation are all based on real data which were given by the researcher who is the owner of this company and entrepreneur too.*

**KEYWORDS:** *Analysis,Business,Economic,Pestle,Tourism, Development, Security & Corruption*

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### INTRODUCTION

#### Who are We?

Golden Eye Tours & Travel is one of the leading travel agencies in Afghanistan, providing unique services for groups and individuals in the country.

Our offices in Kabul are open from 8 AM till 7 PM 7 days a week and customer care services are available 24/7 for emergency booking, cancellation and changes in the plans of your intended journey.

Our company is registered in the country (under license number 3 from Ministry of Information and Cul-

ture of Afghanistan) in A Category of travel operators in Afghanistan.

We are providing a wide range of services, and each department is working independently to establish long term relationships with clients and keep the strong brand image in the market.

Our services are provided by our offices in Kabul and the departments involved in actively providing these services are management and administrative department, sales and marketing department, ticketing department for inbound and outbound sales. Thus, the existence of above departments is giving us a unique advantage to place our services in good position in the marketplace.

How can we benefit you?

### **The Three Main Pillars of Our Services**

#### **Experience**

Reputation in customer care, quality of our services, and value given to the clients which we determined through research and the long database of the customers; are the indicators of confidence that backup our sales team to provide extensive services in the market with high quality.

#### **Services**

Our services are based on customer orientation which is making a travel more easier for our clients. We also use email marketing for booking, providing information and changes in travel industry which keep us and our customers up to date with essential information and help in high income return.

Most of our sales are from returning clients which reflects the best customer service we provide in our offices in the country and also mouth recommendations from existing customers which attracts new customers to use our services for their travel.

#### **Value**

As a sales agent for almost all major international airlines in Kabul, we are not only focusing on offering competitive prices to our customers, but rather flexible to the needs of our customers that best value them and making their travel hustle free.

### **Our Services Categorized as Follows**

- International Airline Reservations & Ticketing
- National Airline Reservations & Ticketing
- Visa Services
- 24\*7 Online Services
- Trade License processing in Dubai and Abu Dhabi for General Traders.
- Tourism packages with lowest promos
- UAE Visa Processing
- Employment opportunities provision to the skilled laborers in Abu Dhabi.

- Special discounts for Senior Citizens and Persons with disabilities.
- Special discounts for group bookings.
- Best Cooperation with other agencies in Visa Processing
- Quick staff for performing tasks of the company
- After sales services.
- Flight insurance and medical insurance during tour period
- India's Branch (Opening Soon ...)
- Cargo Services (Coming Soon...)

The agency in order to achieve above indicated service provisions, we are focusing to target adventure travelers and position the company and our services as adventure travel specialists. We also focus on communicating differently from other travel operators in our country and focus more on communication quality which is based on adequate information, using local media and local marketing methods. We also focus on developing the repeat-business model so that our loyal customers will continue using our services and this helps in increasing the total volume of sales.

#### **For Competition, We Determine the Following**

We are using CRS (Computerized Reservation System, which enabled the ticketing sales online and also giving the opportunity to individuals to check the competitive rates and book their tickets with discounts. Thus, this increased price competition in the market.

Computerized Reservation Systems have enhanced the speed and potency of the agency-to-customer dealings. One notable trend within the travel trade is enhanced liberation. Liberation has enhanced the requirement for differentiation and has, in several cases, lowered the costs of transportation and different travel-related services. Extra trends embody caps on agency commissions by several of the larger airlines; will increase in journey travel, and reduction of profit margins.

The travel business is very fragmented. In travel business there are giant national chains, little home-based businesses, consolidators on the web, etc involved.

Golden Eye Travel and tour Agency's target customers are health-conscious couples and individuals, with middle family incomes of roughly AFN50,000. Golden Eye Travel and tour Agency's most vital target customers, however, are going to be married couples, ages 25-35, with kids and family incomes over AFN50,000.

#### **Fulfillment**

Golden Eye Travel and holidaymaker Agency has established relationships with suppliers of travel-related merchandise and services. All major airlines are hand-picked as our primary price ticket suppliers partly as they are not getting benefits from the agent's profit on tickets. This allows us to get 10% margin from the ticket sales which has been the norm in travel industry for many years now. We are able to get the margin of up to 25% in our sales from some parties by studying the market conditions and doing some research about the market trends and demand and supply analysis. Golden Eye Travel and Tour agency is also taking advantage of the travel shows, events, conferences, travel industry publications and other industry related marketing sources to market their services to the target groups.

### **Sales Literature**

Golden Eye Travel and Tourist Agency is purchasing the brochures from wholesale providers which are cheaper to purchase and having high quality of the products. Brochures are designed and developed by local graphic companies the agency has deal with and are mailed to potential customers upon request and also to the resellers who use our system for ticketing by getting commission from the agency. Additional literature such as direct mail, print ads, and sales promotion materials are provided and utilized based on the demand and when they are required. GoldenEye Travel agency also kept the clients database which includes the contact information of clients for their further marketing and sales.

### **Technology**

Computerized Reservation Systems have enhanced the speed and potency of the agency-to-customer dealings. One notable trend within the travel trade is enhanced liberation. Liberation has enhanced the requirement for differentiation and has, in several cases, lowered the costs of transportation and different travel-related services. Extra trends embody caps on agency commissions by several of the larger airlines; will increase in journey travel, and reduction of profit margins. Golden Eye travel agency is taking advantage of the CRS systems to develop their sales.

### **Future Services**

Golden Eye Travel and Tourist Agency may in the future consider opening new branches across the country in various provinces. Additionally as the market reaches the maturity level, the agency might consider entering the other segments of the travel industry. We are further doing continuous research about the future market potential and placing our products and services that can maximize our profits in future. GoldenEye Travel agency is also aiming to be internationally recognized travel agency in the market. GoldenEye travel agency is also focusing on differentiated offerings to the customers in the market with completely unique and innovative ways.

### **Distributing a Service**

As the distribution system in travel agency is chronologically patternized from supplier to agent to consumer, there are two conferences who are internationally regulating this system. They are known as Airline Reporting Corporation (ARC) and the International Airlines Travel Agents Net-work (IATAN). These conferences could be contacted by CRS as they are offering blank airline vouchers and the agents are responsible to provide the benefits and use them adequately. However, recently majority of the airlines are buying these white vouchers in wholesale market and then selling them in the retail market with discounted prices.

Thus, Golden Eye Travel and Tourist Agency is taking advantage of the above services as well as they are necessary for the market targeting in order to have sales of larger volumes.

## **METHODOLOGY OF RESEARCH**

### **Theme of The Study**

Political, economic, Sociological, technological, legal and environmental factors are affecting businesses, whether positive or negative but they have direct impact on the business activities.

This paper will demonstrate that Afghanistan travel businesses are optimistic about the future, but there are still some threats to travel businesses which hinder their growth such as security, corruption, and deficiency in infrastructure.

In order to engage Afghanistan government policy makers, several surveys have been done within the country to highlight what challenges the Afghanistan business community is facing and sharing those information with those policy makers to find out solutions for the current and possible future challenges the business might face. Even though in Afghanistan the chambers of commerce and other business associations exist, but none of them are able to provide adequate support to Afghan businesses.

## **Introduction**

After 2002, the Afghanistan economy has improved dramatically after the Taliban regime with the start of the Afghanistan democratic government. However this growth has been accelerated over the past five years, the inflation rate declined, exchange rate became more stabilized in terms of foreign currencies, and there is a change in domestic revenue increase as the Afghanistan businesses focused more on domestic production rather than imports from other countries.

However, Afghanistan businesses are positive that the economy is going on the right direction and will perform better in future. But there are still some challenges the businesses in Afghanistan are facing such as corruption, security, lack of information, lack of inadequate market information, lack of technology and unreliable electricity.

## **Objectives**

- Covering different aspects of PESTLE analysis
- Identifying keys for effective PESTLE analysis
- To understand the challenges and impact of PESTLE analysis on businesses.

## **METHODOLOGY**

### **Survey Method**

A Survey could be a complete operation, which needs some technical information.

Survey measuring methods are principally personal in character. The analysis obtains data from the respondents by interviewing them.

Sampling: it's not perpetually necessary to gather knowledge from the whole universe. A little representative sample might serve the aim. A sample suggests that a little cluster taken in an exceedingly massive heap. This little cluster ought to be emanative cross section and extremely "representative" in character. This choice method is called sampling.

We have used the sampling size as percentage for better understanding.

### **Collection of Data**

**Internal Sources:** All the information was collected from the agency by the researcher who is the owner of the company on how the business operates.

**External Sources:** The researcher collected secondary data mostly to save time and use the recognized surveys taken by the international organizations operating in Afghanistan to give the right direction to the business.

- **Primary Data:** Here the primary data is data collected through questionnaire by directly meeting the customers who purchase from the company.

- **Secondary Data:** Here the secondary data is data collected from the company's brochures, pamphlets, catalogues and the website and also the research was made by reading reports, data from government archive, the trends of travel industry data from the chamber of commerce and magazines, newspapers.

## PESTLE EFFECTS

### Perceptions of the Local Economy

The new unity government took some major steps towards development. Some of them are as follows:

- The new strategy of the Afghan government which is based on self – esteem and changing from a consumption economy to a manufacturing economy has effective role in perceptions of businesses; most specifically in tourism sector.
- Shifts in control of Afghanistan's air space by the Afghan authorities from US Company are another major factor which affects the tourism industry and travel agencies in Afghanistan.
- Buying new airplanes and investing in airline industry since 2014 by Afghan nationals also played a significant role in tourism industry as well as tour agencies.
- Most importantly Afghanistan became the member of the World Trade Organization (WTO) a month before which will definitely affect the perceptions of investors and business owners of tourist agencies as they can now easily provide some major tour packages in other tourist destinations abroad.

The following graphs shows what tour operators and travel agencies' owners think of the local economy:

### Perceptions of Local Economy

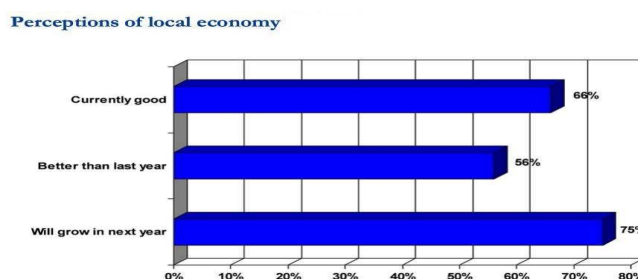


Figure 1: (Afghan Business Survey Final Report Link in References. Item Number 18.)

### Hiring New Employees and Business Development Expectations for the Future

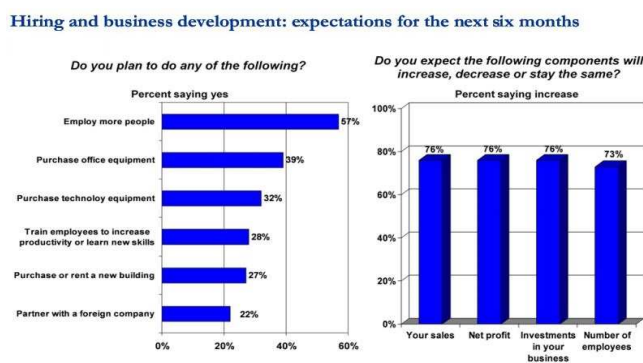


Figure 2: (Afghan Business Survey Final Report Link in References. Item Number 18.)

### Familiarity with Laws and Regulations as Well as General Market Principles

General knowledge and familiarity with government laws and regulations by public and businesses can also have some positive impacts on the business society – specifically on tourism sector and tour operators as there could be transparency in contracts and packages.

The Statistics below Shows up to Which Level There is a Familiarity with Laws and Regulations

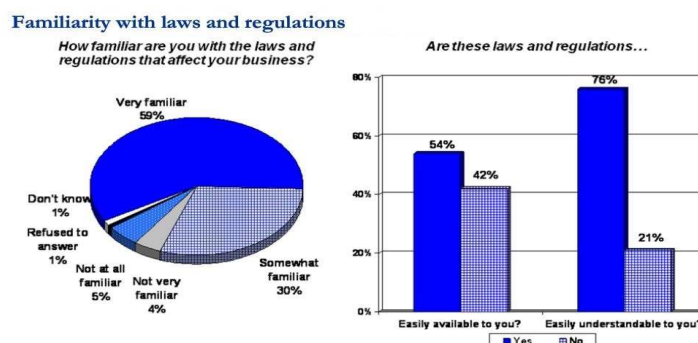


Figure 3: (Afghan Business Survey Final Report Link in References. Item Number 18.)

### Knowledge of General Market Principles

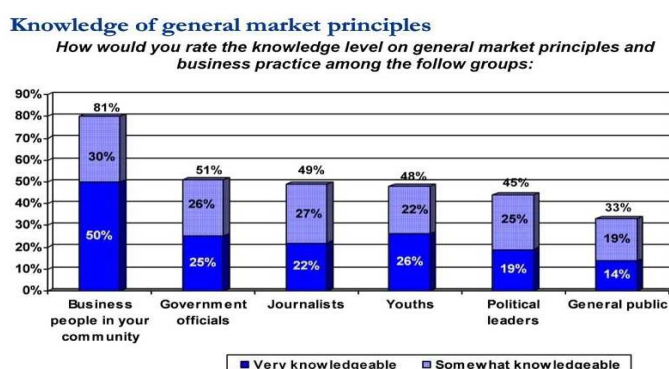


Figure 4: (Afghan Business Survey Final Report Link in References. Item Number 18.)

The Following Graph Shows the Most Important Services Provided by Business Associations which Affect the Changes in Tourism Sector and Travel Agencies

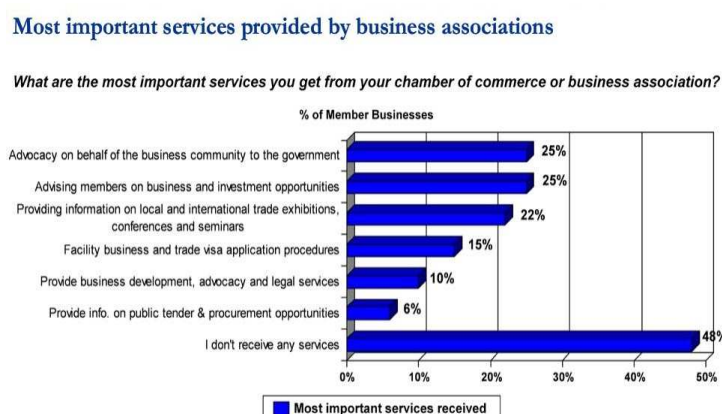


Figure 5: (Afghan Business Survey Final Report Link in References. Item Number 18.)

## Business Ownership and Market

Another major impact on tourism sector and most specifically on travel agencies like GoldenEye Travel and Tourist Agency can also be mentioned as the business ownership and market segmentation.

## Business Ownership and Market Segmentation Charts

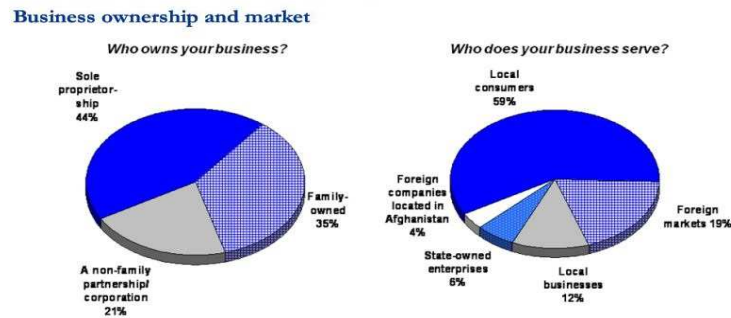


Figure 6: (Afghan Business Survey Final Report Link in References. Item Number 18.)

## Political Barriers to Growth

Politics plays a vital role in any business whether it is a tourism sector or rather any other sector. We can mention the following important barriers as the key obstacles towards tourism sector:

## Barriers to Afghan Business Growth

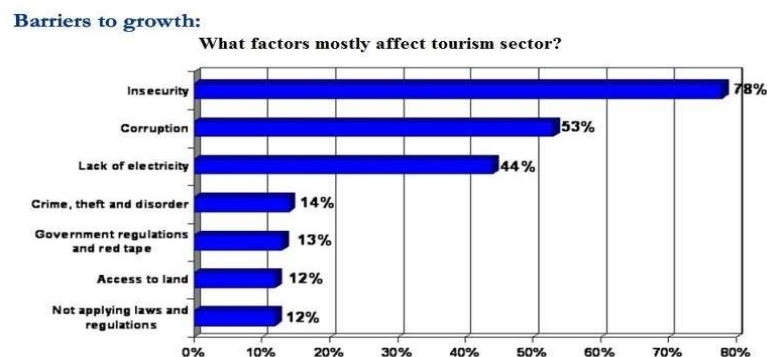


Figure 7: (Afghan Business Survey Final Report Link in References. Item Number 18.)

## ANALYSIS

### Current Business Performance in Afghanistan

The Afghanistan business sector development is unpredictable due to political and security threads the country is facing, both internally and externally. Considering the long term development in Afghanistan economy would be relayed on the growth of the local businesses. If the local businesses are able to grow and be self sustainable, an overall Afghanistan's economy will be self sustainable too. Thus, it becomes very important to collect information and analyze them to find out what challenges and obstacles Afghan businesses are facing and share the details with the related government departments to assist in its resolution for the long terms stability of the commercial sector in Afghanistan.



Based on the survey from CIPE (2010), the level of the labor was increased in 37% of the businesses in Afghanistan. However 20% of the businesses confirmed that they had labor decrease over the past one year. The total income increase and decrease was almost mixed as 38% of the businesses confirmed their businesses earning increased over the past year while 39% admitted their income decreased during that period. 75% of the businesses were optimistic about the future and expecting to hire new employees within the first six months of 2010. 60% of the businesses were planning of hiring new employees in the future while the rest 40% were planning to purchase office equipment and enlarge their office space. However, 30% of the businesses were considering innovations to invest in during that period of time which included but not limited to, purchasing information about the market, training employees and updating them with innovative technology, renting or purchasing a building for their businesses. (CIPE, 2010)

### **Financing Tourism Business**

Majority of the businesses in Afghanistan are relaying on their past savings and profits from their sales for their business development. Currently in Afghanistan 75% of the businesses are relaying on profits while 65% of the businesses are using private investment for their business growth. From the businesses surveyed, only 7% of the businesses were taking loans from private organizations and individuals; and 9% referred to banks for loans. 75% of the businesses in Afghanistan relay on cash payments and credit and debit cards, online banking, mobile banking are very rarely used due to lack of technological development and the gap of trust between businesses and the banking sector as banking sector is used rarely for transfer of payments. (CIPE, 2010)

### **Government Services**

As Afghanistan is in initial stages of economical development, thus there are more challenges the businesses are facing such as corruption, security, electricity, lack of technology, and inadequate information about the markets. According to the survey by CIPE (2010), 78% of the businesses responded with security as the major obstacle for businesses, 53% businesses responded corruption, and 44% businesses responded alongside above indicators lack of electricity too. 70% of the businesses further confirmed that the security is improving year by year. (CIPE, 2010)

According to the survey, (32%) businesses indicated that educational level of their employees was improved which is due to an overall improved educational system, 19% agreed that training employees benefited businesses, 14% businesses indicated that literacy in local languages of their employees helped them grow their sales, 13% of them confirmed that understanding about international standards were important, and 12% of the businesses confirmed educating employees with computer skills were key indicators for businesses development. (CIPE, 2010)

### **Corruption**

Afghanistan businesses are facing another major challenge which is corruption which hinders the growth of the businesses due to high set up costs. They survey indicated by CIPE (2010), 90% of the businesses agreed that corruption was the major challenge they were facing. Their request from the government of Afghanistan was to deal with corruption the strictest way as that declined the number of new businesses entering into the market which helps in creating jobs and an overall helping the growth of the national economy. 22% businesses agreed that there should be changes in customs procedures and duties and also 18% of them complained that in these departments are relatives of the Top managers of the department and their behavior towards businesses is not acceptable. The report also find out that 67% businesses admitted that government departments are not honest in their contracts and are expecting transparency in their contracts in future.

(CIPE, 2010)

### **Business Organizations**

According to the survey taken by CIPE (2010), majority of the businesses believe that Chambers of Commerce and business associations are useful for business development, but very few could indicate exactly which association or chamber is more helpful that could strengthen the communication between government departments and businesses. 75% of the businesses are aware of the Chamber of Commerce, but only 41% had the membership. From that membership, only 14% are visiting frequently for their concerns to Chamber of Commerce, and the rest are not in contact or rather less contact with Chamber. 52% of these members receive services from the chambers. (CIPE, 2010)

### **Media**

Afghanistan businesses are relying more on traditional media, such as advertising through radio stations, TVs, but some of the businesses are using internet for their media advertisements too. According to the survey by CIPE (2010), the internet is used by 32% of the businesses for advertisements while 26% of the businesses used TV for their ads and products promotions. Cell phones are the key communication method in Afghanistan for businesses. (CIPE, 2010)

## **OPERATION**

### **Strategy and Business Implementation**

Golden Eye Travel and Tourist Agency to become the best travel agency in Afghanistan; will be following the below strategy:

- Establishing the reputation of the agency as a unique and specialized travel agency in Afghanistan, which could be possible through diverse marketing, and communicating clients differently.
- Providing customers the best combination of price-value-quality services so that they can continue using the agency's services in the future.
- Promoting tourism, continually through public relations campaigns, training their staff and recruiting the right employees, developing product knowledge, focusing on the quality of the services, and offering competitive prices that are key indicators of customer's purchasing decisions.

### **Categories of Operation Strategies**

#### **Market Value Determination**

Golden Eye Travel and Tourist Agency with its passion for travel industry gives the confidence to its employees to fulfill the expectations of its customers with professionalism and offer them high quality services with competitive prices. Our experience in travel industry backup our sales team to make confident and timely based decisions without compromising the sales and affecting the core values of the company. Golden Eye Travel agency further assures that customers trust is build and long term relations are established with customers.

#### **Competition Strategy**

Golden Eye Travel and Tourist Agency with its passion for travel industry and experience in the market provide them the opportunity to make more independent and timely based price determination and negotiation policies with offering unique services compared to other competitive agencies in the market.

### **Products Marketing Strategy**

Golden Eye Travel and Tourist Agency is following its core strategy which is building clients and establishing long term relations with them; while marketing its services in the market. The marketing strategy thus reflects the core values of the company in capital Kabul and across provinces. GoldenEye Travel agency is also promoting tourism sector in general and creating values that customers will be attracted to and also helping the community to gain knowledge of tourism which is rarely seen since the country is in rebuilding process after 40 years of war and still suffering from insecurity.

### **Products Promotion Strategy**

Golden Eye Travel and Tourist Agency during their first year of operations, will be offering almost all of their services with discounted rates to keep the prices competitive and enter into the market and grow by developing customer trust and long term relationship. The marketing would be based on billboards in crowded areas, radio and TV ads, social media advertising, and mobile marketing, mouth recommendations, attending conferences, making seminars about tourism and giving discounted offers to those who attend. GoldenEye Travel and Tourist Agency's aim is to develop personal familiarity between its employees and the community which will keep them and their services unique from other competitors.

### **Products Distribution Strategy**

Golden Eye Travel and Tourist Agency's sales target would be in capital Kabul and in the provinces of Afghanistan. Meanwhile the agency will focus more on online sales as E-commerce is taking over the world recently which provides convenience, better understanding and reduces prices to the customers and improves overall sales in the market.

### **Positioning Statement of the Agency**

Golden Eye Travel and Tourist Agency is aiming to target individuals and groups with middle class income who are living in the cities in general and Shahre Naw, Kabul City in specific. GoldenEye travel agency is committed to position itself in adventure travel and the agency's experience in the market will be displayed in providing unique services, value and competitive prices in the market.

### **Products Pricing Strategy**

Golden Eye Travel and Tourist Agency is considering the market standard rates while developing its pricing strategy. The margin assumed by the agency from sales should be 10% to 20% net margin. The agency will be conducting the market research to maintain its prices competitive and their quality high with providing unique services.

In order to achieve the above strategies, we are operating in the following manner:

### **Offices Locations**

Golden Eye Travel and Tourist Agency is considering the best location for its offices in relation to the demand for the travel packages and convenient for the customers to reach the offices with lower costs and their convenience.

### **Location of the Agency**

We are located in Gulbahar Center; the largest shopping center in the capital Kabul with high tech facilities in their shops; and in Kote Sangi; one of the most demanded area for tourism sector.

### **Business Operating Hours**

Golden Eye Travel and Tourist Agency offices are open from 8 am to 6 pm during weekdays, half day on Thursday and closed on Fridays as Friday is the weekend in Afghanistan calendar.

Our customer care staff would be available for any phone inquiries 24/7. The customers would be educated about the agency's helpline to contact for any of their concerns. Meanwhile, the agency is considering having online chat support so that the customers can contact through internet the agency for any questions they might have.

### **Equipments Used for Operations**

Golden Eye Travel and Tourist Agency rented SIP systems from the local network providers which enables them receive prompt calls anytime with less or no waiting time. GoldenEye Travel agency is also using web chat support system so that the customers can contact our sales support team for any concerns, questions and requests about our services and to purchase them with trust.

## **TARGET MARKET ANALYSIS**

### **Geographical Area**

Golden Eye Travel and Tourist Agency is located in Kabul. Our target market is individuals in capital area of Kabul, provinces and we also target customers in Middle East in general and UAE in specific. These geographical areas the target areas of travel market where we get more demands from customers.

### **Details about Market Size**

Golden Eye Travel and Tourist Agency is located in Kabul. Our target market is individuals in capital area of Kabul, provinces and we also target customers in Middle East in general and UAE in specific. These geographical areas the target areas of travel market where we get more demands from customers.

Kabul is having the population of over 5 million and from that population where our agency operates, 25% of the population is in the area we targeted for our sales and products distribution. According to the survey taken by ADB (2010), the employment is increasing with growth rate of 3% in that area and it is further forecasted to be growing with same level for coming three years at least. (ADB, 2010)

According to the survey from CIPE (2010), the employment level percentage is accordingly 46% service sector, 13% wholesale and retail sales and manufacturing sector, 14% employment in government departments, 6% employment in transportation and communication sectors, 9% in financial sector, and 12% employment is in construction sector. Thus considering the above percentages, service sector in Afghanistan is the most profitable sector recently.

### **Target Market**

The educational system in Kabul is far better compared to other provinces, which provides highly educated, skilled, productive and innovative employees to the companies for employment. Being capital of Afghanistan, Kabul city attracted individuals and families from all across the country and people from all 34 provinces are living in Kabul which is the key advantage for businesses to have dramatic sales.

From the population living in Kabul, our target population is couples, individuals and employees with monthly income of AFN 50,000 and above. The target age we consider for our services is between 22- 45, whether single or married.

## Market Opportunities

Golden Eye Travel Agency considering the core strategy of its operation which is building and developing long term relationships with its customers, will be offering vacation packages with high quality and competitive prices. Based on the experience the agency has from Middle East market tourism, we can negotiate travel package deals with more confidence with our customers and promise them the best services we can offer during their travel which is relied on the relations we do have with our partners in Middle East in general and in UAE in specific.

Based on the survey taken from interviewing customers who visit our offices in Kabul, we found that due to poor quality of the services and high prices 65% of the customers would never return to the travel service provide for second time. Thus, this give us a reminder to take a good care of our clients and make sure their expectations are fulfilled and they are satisfied with our services.

## Competitors' Positions in the Market

The two main competitors of Golden Eye Travel and Tourist Agency are Khurasan E Naweem Travel and East Horizon Travel Agency and Consultancy.

Khursan E Naweem travel agency is the major competitor of our company.

East Horizon Travel Agency and Consultancy is competitive due to their location as they are located in the most visible and convenient place. Additionally they are in the business for many years, thus their agency is well known to the public.

## Potential Future Competition

Golden Eye Travel and Tourist Agency's main focus is on Middle East travel packages which give us differentiations from other companies who are operating in travel business in the city of Kabul. We are the only agency who provides such packages with cheapest prices as we have direct links with other operators in the Middle East in general and in DUBAI specifically.

Golden Eye Travel and Tourist Agency in order to stay in competition in future needs to provide high quality services, with competitive prices and assure customer satisfaction. This could be possible by continually doing research about the market and collecting customers' feedback about the services they received.

## Sales Forecast

Sales projections are detailed in the Annual Sales Total chart.

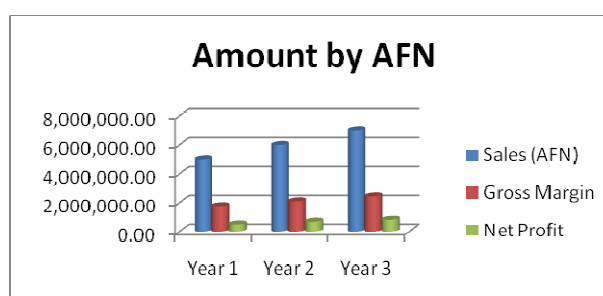


Figure 8

Golden Eye Travel and Tourist Agency has invested enough that will keep the business going without any cash flow problems for coming three to five years and the second quarter is expected to bring positive sales revenue for the company.

#### Market Analysis (Sales of the Agency Sector Wise)

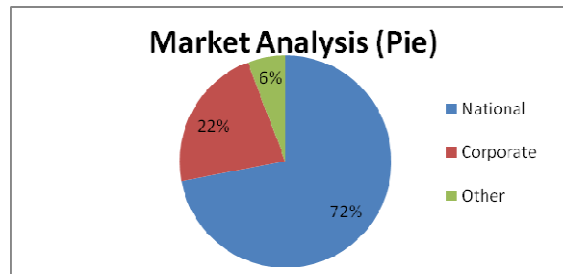


Figure 9

#### Annual Sales of the Agency (Detailed)

Annual sales projections are detailed in below chart:

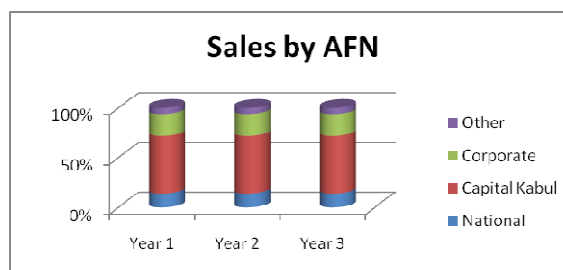


Figure 10

## RECOMMENDATIONS

The researcher can have the following recommendations for the GoldenEye Travel agency for better business development and customer satisfaction:

- As it's unpredictable economically, in order to develop and stay profitable; the agency requires focusing mostly on international trade which can be beneficial for the agency.
- As per above analyses, we found that awareness of people is due to increase in upcoming months and years, so honesty and loyalty is going to be another aspect as the customers highly appreciate honesty of a tour operator more than the price of the package provided to them.
- The agency requires more professional staff as well who can provide the best information at the first sight which can help customer get satisfaction than future complaints about a particular part of the package.
- As media is a key factor for success of any business, so GoldenEye Travel and Tourist Agency requires to focus its marketing strategy more on media rather than hiring marketing staff to promote a particular product or service.
- In order to have smooth services, the agency requires to reserve the transparency in its packages and to cooperate with trade organizations and unions to eliminate the corruption or reduce it.

- As considered above, we have best relations with neighbor countries and middle east, so the agency requires to take maximum advantage of this opportunity and invest in some packages abroad and sign some contracts with cooperative agencies and large volume companies which will lead the company to reach the particular goal they have established the agency for.

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